From: Tucker-Potter, Stacy
To: Monise Brabham
Cc: Hughes, Ernie
Subject: RE: Directory
Date: Wednesday, April 17, 2019 12:21:00 PM
Attachments: image002.png
image003.png

Monise,

Thank you for your reply! The University is aware of what clubs and organizations individuals were a part of. Our goal with that portion wasn't so much data collection as it was including that information in the directory so others could see who was a part of what. So I'm understanding it's not possible to personalize what content we include? Is that correct?

STP

Stacy Tucker-Potter ('02)
Director of Engagement
(660) 785-7432

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From: Monise Brabham [mailto:RBrabham@publishingconcepts.com]
Sent: Monday, April 15, 2019 5:45 PM
To: Tucker-Potter, Stacy
Cc: Hughes, Ernie
Subject: Re: Directory

Hello Stacy,

As Dr. Hughes said, the directory has a Career Networking section. It is the last section in the book where respondents will be listed alphabetically by occupation code with two-character state abbreviation.
The actual employment data like their company name and job title will be included in the alphabetical biographical section so that there is a cross reference for more information.

We can include a non directory question in our post call survey. This would be the question asking them to list organizations they were a part of. This information won't be included in the book, but would be provided to you.

I hope that helps. Please let me know if you need anything else.

Monise

Monise Brabham | Account Executive

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PCI not the big company

From: Tucker-Potter, Stacy <stuckerpotter@truman.edu>
Sent: Monday, April 15, 2019 2:55:03 PM
To: Monise Brabham
Cc: Hughes, Ernie
Subject: Directory

Hello Monise,

Dr. Hughes forwarded your contact information to me. I met with the Alumni Board of Directors this past weekend, and we updated them about the alumni directory that will be coming. They were interested in exploring options to customize the information in the directory, feeling this would increase the benefit of both participating in the directory and of purchasing a directory. Specifically, they wanted people to be able to include their current employment field/expertise as well as the organizations they were are a part of as students. From what I understand from Dr. Hughes, the career information is possible. Can you tell me if it is possible for them to indicate what organizations they were a part of? Could you forward me a sample directory entry to better understand what information is included and how that's laid out? I appreciate your help!

STP

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